



ADIDAS X KARLIE KLOSS SS22 Media Q&A

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1. CAMPAIGN OVERVIEW

What is the adidas x Karlie Kloss SS22 campaign?

adidas and long-standing partner Karlie Kloss have joined forces once again to co-create the SS22 apparel and footwear collection. The collection is made for the next generation of creators, and holds the intersection of design, fashion, sports, and tech at its core. The collection also features pieces which make transitioning from the studio to the gym to the streets easy and the perfect fit for versatile, active lifestyles.

Which spokespeople are available for interviews about the adidas x Karlie Kloss SS22 campaign?

Note to newsrooms: Please liaise with the Global BOS App team re interview opportunities: hello@ashleighmellor.com.

2. PRODUCT CONCEPT

What is the adidas x Karlie Kloss SS22 collection?

The adidas x Karlie Kloss SS22 collection is the latest drop with adidas' long standing brand partner, Karlie Kloss. The collection features versatile and stylish pieces which are designed to support a range of next-generation lifestyles, that enable the community to embrace physical activity and everything it can do to improve wellbeing.

The collection features a palette of yellows and pinks that beautifully complement the season the collection was designed for.

Fusing Karlie's passion for movement, style and tech with adidas's iconic street-style, the collection includes 17 apparel items, 3 footwear offerings and 2 accessories including head-to-toe performance pieces and other styles perfect for a range of activities and transitioning from the gym to the street with ease and confidence.

Created for optimum performance and comfort, the collection utilizes adidas' AEROREADY fabric technology throughout to keep athletes feeling dry. Hero looks in the collection also use NO DYE technology, which works with a material's natural color to cut out the water thirsty part of the process – the pre-treatment phase of conventional dye techniques. The naturally colored fabric achieves an



average 60% saving on water and energy. Additionally, the adidas x Karlie Kloss collaboration is yet another step towards adidas' mission step to help end plastic waste. Pieces in the collection are made in part with recycled materials, alongside pieces made with a yarn which contains 50% Parley Ocean Plastic.

What is the purpose of the QR code featured in the collection?

The QR code included on the collection garments takes the wearer to a campaign page where they can read about Karlie Kloss' vision for the collection and see the creation process behind the shoes in the collection. The campaign page also features Rikita Shamdasani, model and alumna of Kode with Klossy, a nonprofit focused on creating learning experiences and opportunities for young women that increase their confidence and inspire them to pursue their passions in a technology-driven world. She details what the intersection of fashion and technology means to her.

What was the inspiration behind the SS22 collection?

The collection of versatile performance pieces is designed to intersect performance and style, making them perfect for a transition from the everyday to the training studio and vice versa. The collection is inspired by Karlie's passion to encourage the next generation of girls and women to lead active lifestyles, and designed with the next generation in mind, who are increasingly passionate about wellbeing and movement.

Q1 collection highlights include:

adidas x Karlie Kloss Longsleeve (HB1441): An elevated workout tee made in part with recycled materials.

adidas x Karlie Kloss Pullover (HB1447): A sleeveless, performance essential vest.

adidas x Karlie Kloss Flare Pant (HB1451): Comfortable, flared pants ideal for a stylish workout.

adidas x Karlie Kloss Tote (HB1458): A contemporary tote for all your workout accessories.

adidas x Karlie Kloss Trainer Mid (GY5698): A dark colored trainer perfect for your intense activity schedule.

adidas x Karlie Kloss Knit Crop (HB1430): A knit top designed with Karlie Kloss, made in part with recycled materials.

adidas x Karlie Kloss Knit Crop Longsleeve (HB1427): A longsleeve, knit crop top to elevate your workout wardrobe.

adidas x Karlie Kloss Knit Tight (HB1436): A training statement piece with its dark colour scheme.

adidas x Karlie Kloss X9000 Trainer (GY0859): A training essential piece with its dark features and performance focus.

Q2 collection highlights include:

adidas x Karlie Kloss Light Bra (HC1438): A bright, attention-catching bra to support you through your training.



adidas x Karlie Kloss Ribbed Tank (HB1425): A white, performance-focused essential tank top for all your workouts.

adidas x Karlie Kloss Crop Pant (HE2994): Black, cropped pants for an effortless, comfortable look for all your gym moves.

adidas x Karlie Kloss Vegan Trainer (GY0851): A light, everyday trainer to elevate your outfit into chic, sporty attire.

adidas x Karlie Kloss Hoodie (HB1448): A versatile, long-sleeve, cropped white hoodie ideal for all your workouts.

adidas x Karlie Kloss Short (HB1433): A bold, statement track short as an essential performance piece.

adidas x Karlie Kloss X9000 Trainer (GY0846): Quality, performance focused trainers perfect for all your workouts.

adidas x Karlie Kloss Run Belt (HB1460): A bright, modern accessory to support you in the gym.

3. TECHNOLOGY AND DESIGN

What are the key innovation and design features of the SS22 collection?

The collection features performance technologies built to offer support for varied activities.

AEROREADY: Made from water absorbent materials designed to wick sweat from the body, adidas AEROREADY keeps the athlete feeling dry as they move, while its moisture management ensures comfort in a range of conditions.

NO DYE: No dye technology works with a material's natural color to cut out the water thirsty part of the process – the pre-treatment phase of conventional dye techniques. The naturally colored fabric achieves an average 60% saving on water and energy.

What materials were used to create the collection that help to reduce environmental impact?

Materials used in the collection that help to reduce impact on the environment include:

- **MADE IN PART WITH RECYCLED MATERIALS:** Pieces in the collection are made in part with recycled materials, alongside pieces made with a yarn which contains 50% Parley Ocean Plastic.
- **No Dye Technology:** No Dye Technology works with a material's natural color to cut out the water thirsty part of the process - the pretreatment phase of conventional dye techniques. The naturally colored fabric does require a post-treatment step to achieve the same performance qualities yet still achieves an average 60% saving on water and energy.

What items in the collection feature AEROREADY? (Q1)

- KK YOGA F TIGHT (H62041)
- KK YOGA F TIGHT (HB1439)
- KK LONGSLEEVE (HB1441)



- KK LONGSLEEVE (HB1442)
- KK LIGHT BRA (HB1452)
- KK LIGHT BRA (HB1453)

What items feature AEROREADY? (Q2)

- KK LIGHT BRA (HC1438)

What items in the collection are made with recycled materials?

- KK HS BRA (HE3131; HE3132)
- KK LIGHT BRA (HB1452; HB1453; HC1438)
- KK KNIT CROP LONGSLEEVE (HB1427)
- KK KNIT TOP (HB1429; HB1430)
- KK BOMBER JACKET (HB1455; HB1456)
- KK LONGSLEEVE (HB1441; HB1442)
- KK TR SHORT (HB1432; HB1433)
- KK YOGA F TIGHT (HB1439; H62041)
- KK KNIT TIGHT (HB1436; HB1437)
- KARLIE TOTE (HB1458; HB1459)
- KARLIE RUN BELT (HB1460)
- KK X9000 TRAINERS (G55051; GY0847)
- KK X9000 TRAINERS (S24028 ; S24029)
- KK X9000 TRAINERS (GY0859; GY6343)
- KK X9000 TRAINERS (GY0843; GY0846)

What items in the collection are made using No Dye technology?

Hero looks in the collection use NO DYE technology, which works with a material's natural color to cut out the water thirsty part of the process – the pre-treatment phase of conventional dye techniques. The naturally colored fabric achieves an average 60% saving on water and energy.

- adidas x Karlie Kloss Pullover (HB1447)
- adidas x Karlie Kloss Sweat Crew (HB1434)
- adidas x Karlie Kloss Sweat Pant (HB1449)

4. COLLABORATION

Who is Karlie Kloss?

Karlie Kloss is a long-standing adidas brand partner, American supermodel, entrepreneur, philanthropist, and founder of Kode With Klossy.

Kode With Klossy is a nonprofit focused on creating learning experiences and opportunities for young women that increase their confidence and inspire them to pursue their passions in a technology-driven world. Kode With Klossy's core offering is a free two-week summer coding camp that helps young women pursue their passion in the technology field. In summer 2020, Kode With Klossy launched its first-ever virtual camps reaching over 2,000 scholars in all 50 states, more than ever before. Karlie has been recognized on the TIME 100 list for her philanthropic work as founder and endeavors to scale the organization.



Why did adidas partner with Karlie Kloss to co-create a collection?

adidas is committed to finding partners with shared values and vision. Karlie's passion for sport, fashion, and tech, as well as her ongoing commitment to creating opportunities for young women through sports, make her the perfect collaborator who inspires the next generation to embrace an active lifestyle and foster a strong body and mind. Inspired by her passion to encourage the next generation of girls and women to lead active lifestyles, the pieces are designed to be versatile and stylish, intersecting across design, fashion, sports and technology. For the first time, garments in the collection include a QR code that allows the wearer to explore the inspiration behind them.

Has adidas collaborated with Karlie Kloss before?

Karlie joined the adidas family in 2016 as a brand ambassador and has since fronted numerous apparel campaigns. In December 2020, adidas and Karlie Kloss co-created their first ever collection. This is now the third collection within this partnership.

How much was Karlie Kloss involved in the creation of the collection?

Karlie worked closely with the adidas team to craft and curate the full collection. The result is a versatile collection designed with the next generation in mind, that delivers the best of adidas' performance using more innovative and more sustainable materials, as well as new technology which intersects with fashion to create a unique experience, with Kloss was very set on providing her consumers with.

Will adidas and Karlie create more collections in the future?

Absolutely! There will be additional seasonal drops to follow this year and beyond, so keep an eye out for more.

5. LAUNCH

When is the adidas x Karlie Kloss SS22 Collection available to buy?

The third drop of this collaboration and for this adidas x Karlie Kloss SS22 Collection launches on 5th January 2022.

How much does each product cost?

[Markets to input local pricing]

6. ISSUES PREPARADNESS

Sustainability

Is the adidas x Karlie Kloss collection sustainable?

At adidas we are dedicated to trying to create activewear with a reduced impact on the planet. A key focus for the adidas x Karlie Kloss collection was to create high-performance versatile pieces designed with purpose to be suitable for all types of movement and activity.

Each of the 22 pieces in the collection have been consciously crafted and made in part with recycled yarns. Hero looks in the collection use NO DYE technology, which works with a material's natural color to cut out the water thirsty part of the process – the pre-treatment phase of conventional dye



techniques. The naturally colored fabric achieves an average 60% saving on water and energy. A shared priority for the adidas x Karlie Kloss collaboration.

adidas is continuously committed to innovating in the sustainability space, seeking, and innovating on the latest technologies and materials to produce beautiful designs that are kinder to the planet.

What is adidas' sustainability strategy?

Our commitment to sustainability is truly holistic and deeply embedded into how we have done business for over two decades. It's rooted in our purpose that, 'through sport, we have the power to change lives'. As we continue to pioneer in sustainability, we will move from strong stand-alone initiatives to a scaled and comprehensive sustainability program.

We keep pushing the boundaries of our sustainable offering, so that our consumers will be able to choose from a uniquely comprehensive range. We've expanded and innovated our 3-loops: made from recycled materials, made to be remade, or made with natural and renewable materials. We are also committed to reducing the CO2 footprint of our product offerings as we work to reach carbon neutrality by 2050. We will achieve this through initiatives such as driving zero-carbon within our own operations and promoting environmental programs along our entire value chain in close cooperation with our suppliers.

What informed Karlie's talent selection for this campaign?

For this campaign, Karlie chose one of her Kode with Klossy alumni Rikita Shamdasani, to feature. Rikita, who cultivated an interest in technology and fashion through participating in the Kode with Klossy program, was the perfect choice for this campaign which speaks to the specific intersection of these concepts.